Lactalis South Africa – South African trademarks

Updated 8 November 2026

Lactalis South Africa is the local arm of the French Lactalis group, the world's largest dairy company. Its South African brands include Parmalat milk, yoghurts and cheese, and Melrose cheese.

How Lactalis South Africa has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#114
largest trademark owner in South Africa (of 121,626)

494
trademarks filed

5
different logos published since 2020

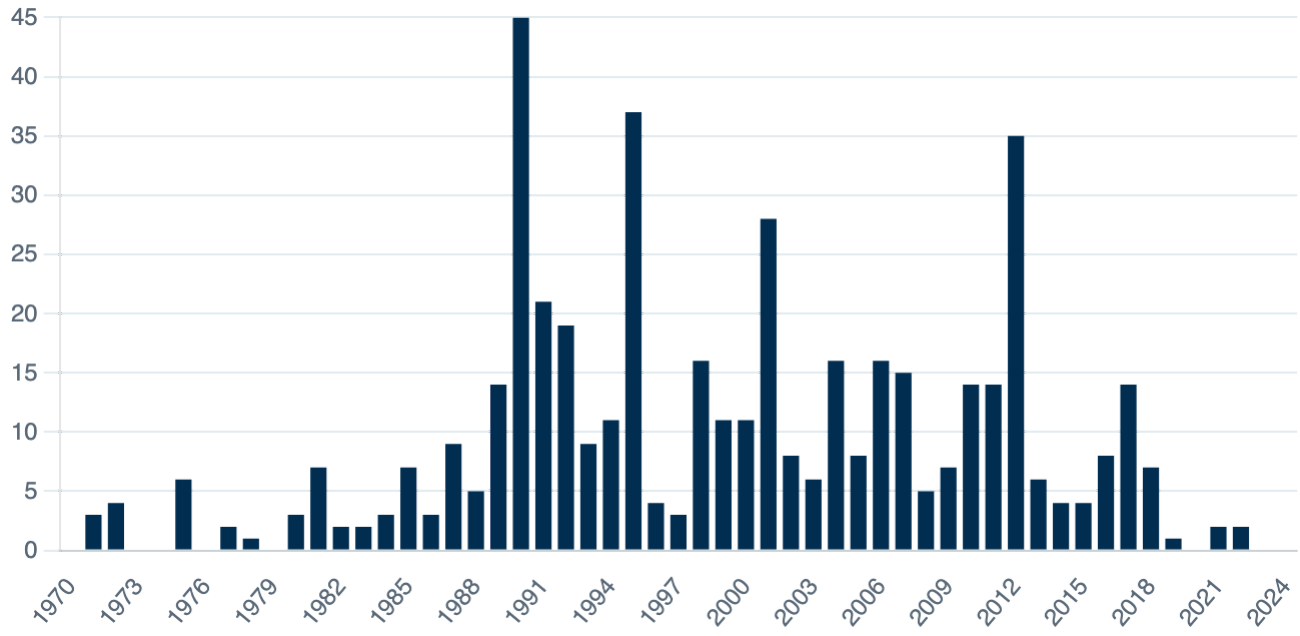
13
of 45 classes used

1943
first trademark filed

34
filed in the last 10 years

A portfolio built over time

Lactalis South Africa filed its first South African trademark in 1943 and has filed 494 since; its busiest year was 1990, with 45 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

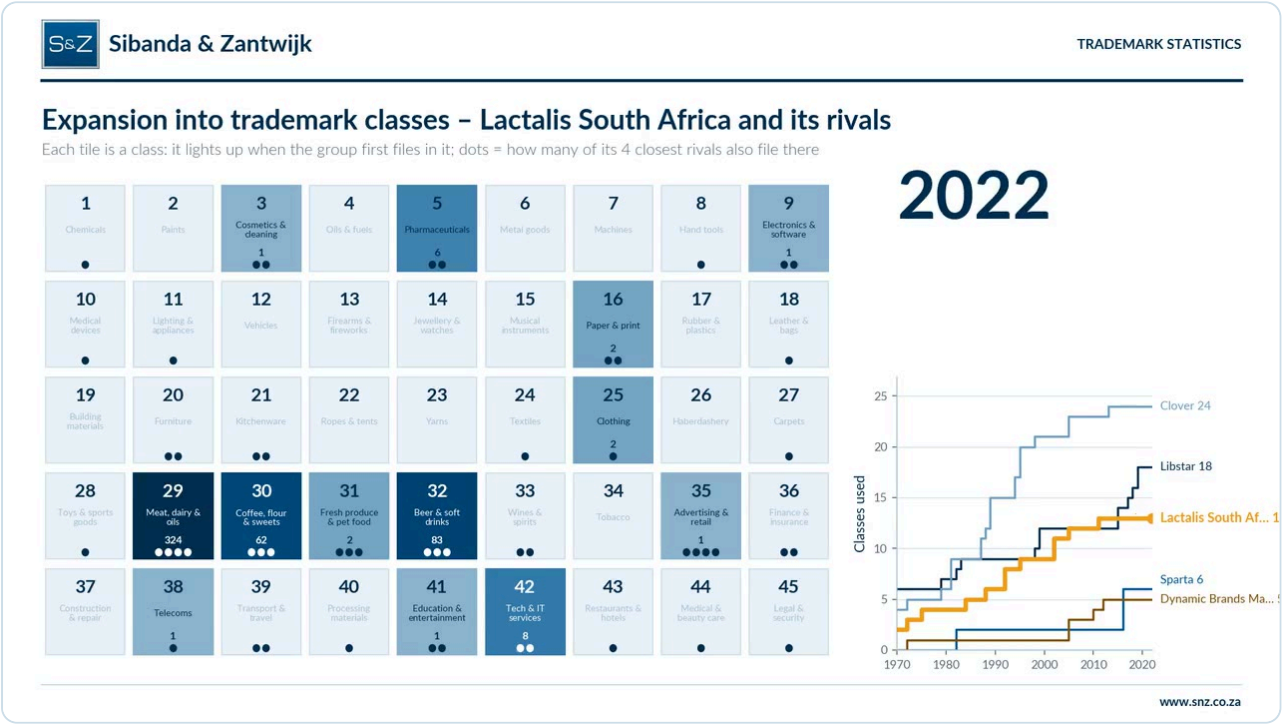
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Parmalat	383	1955–2022
Lactalis South Africa	256	1943–2021

Where Lactalis South Africa expanded its business

Trademark classes show what a business sells. Lactalis South Africa's portfolio is concentrated in meat, dairy & oils (class 29), beer & soft drinks (class 32), coffee, flour & sweets (class 30). Its most recent moves were into electronics & software (2011), advertising & retail (2005), telecoms (2002).

Lactalis South Africa trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lactalis-south-africa-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
29 Meat, dairy & oils	324	65.6%	1943
32 Beer & soft drinks	83	16.8%	1972
30 Coffee, flour & sweets	62	12.6%	1957
42 Tech & IT services	8	1.6%	1988
5 Pharmaceuticals	6	1.2%	1975
16 Paper & print	2	0.4%	1992
25 Clothing	2	0.4%	1984
31 Fresh produce & pet food	2	0.4%	1995

The brands Lactalis South Africa protects most

The word marks and logo names Lactalis South Africa has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BONNITA	10	5	1955–1991
2	MELROSE	10	5	1948–2009
3	SIMONSBERG	8	5	1987–1999
4	PARMALAT	7	4	1985–2009
5	CABANA	6	2	1986–2012
6	EVERFRESH	5	3	1989–2010
7	TOWERKOP	5	3	1943–1995
8	PARMALAT JEUNESSE	4	4	2004–2004
9	YUM	4	4	2002–2002
10	FABULITE	4	2	2007–2011
11	BONNIE	3	3	1982–1995
12	CAPEFRESH	3	3	1985–1990
13	CARAMELFIE	3	3	2016–2016
14	FRULATI	3	3	1971–1985
15	GOOD DAY	3	3	1981–1981

Logos filed most often (since 2020)



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class


1 filing · 1 class



1 filing · 1 class

Lactalis South Africa's logos

The 5 different logos Lactalis South Africa has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



1 class



1 class



1 class



1 class

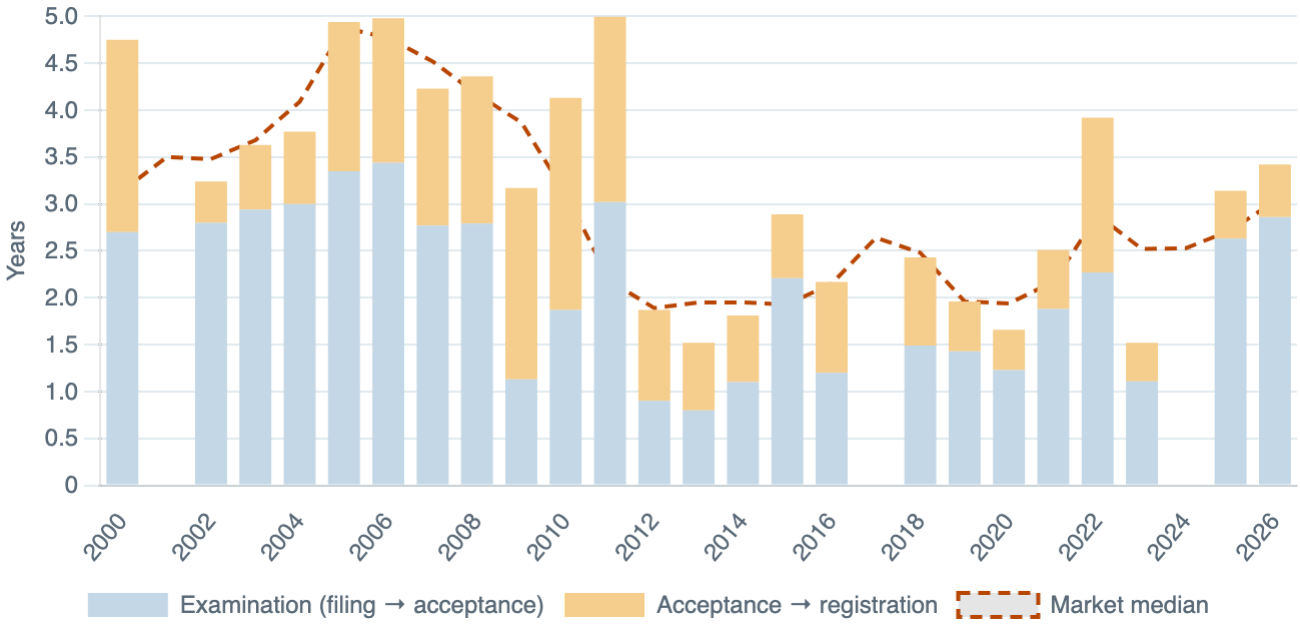


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Lactalis South Africa's marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

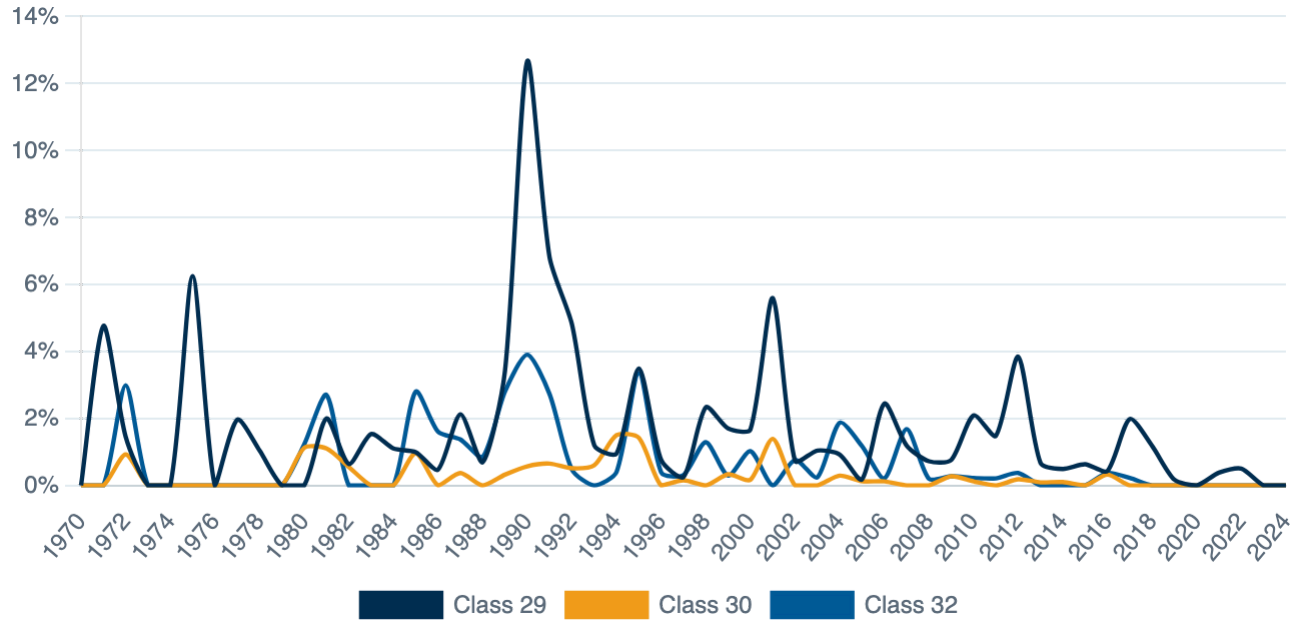


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Lactalis South Africa's classes

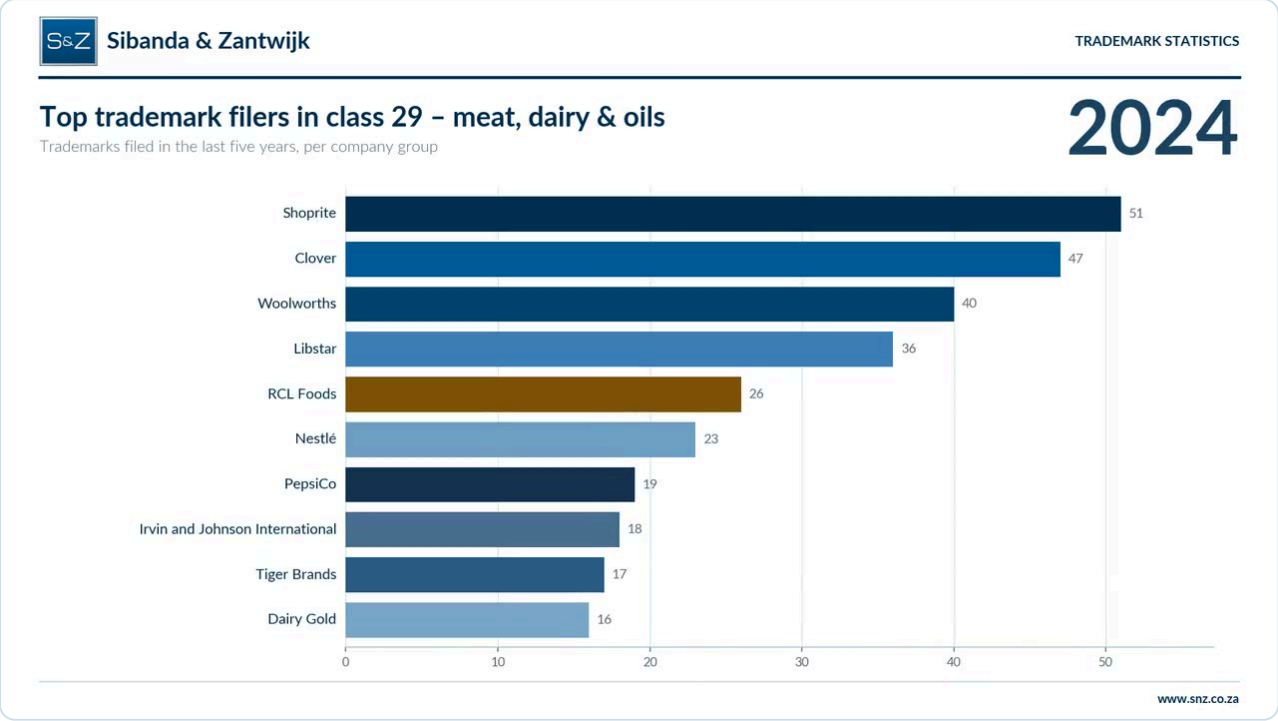
> Ranked by **number of trademarks filed in Lactalis South Africa's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Lactalis South Africa's market position, not who is most like it.

In the last five years, Lactalis South Africa was **#90** of 919 filers in class 29 (meat, dairy & oils), with 4 of 2,013 trademarks.



Lactalis South Africa's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 29 (meat, dairy & oils), South Africa 1975–2024: Lactalis South Africa



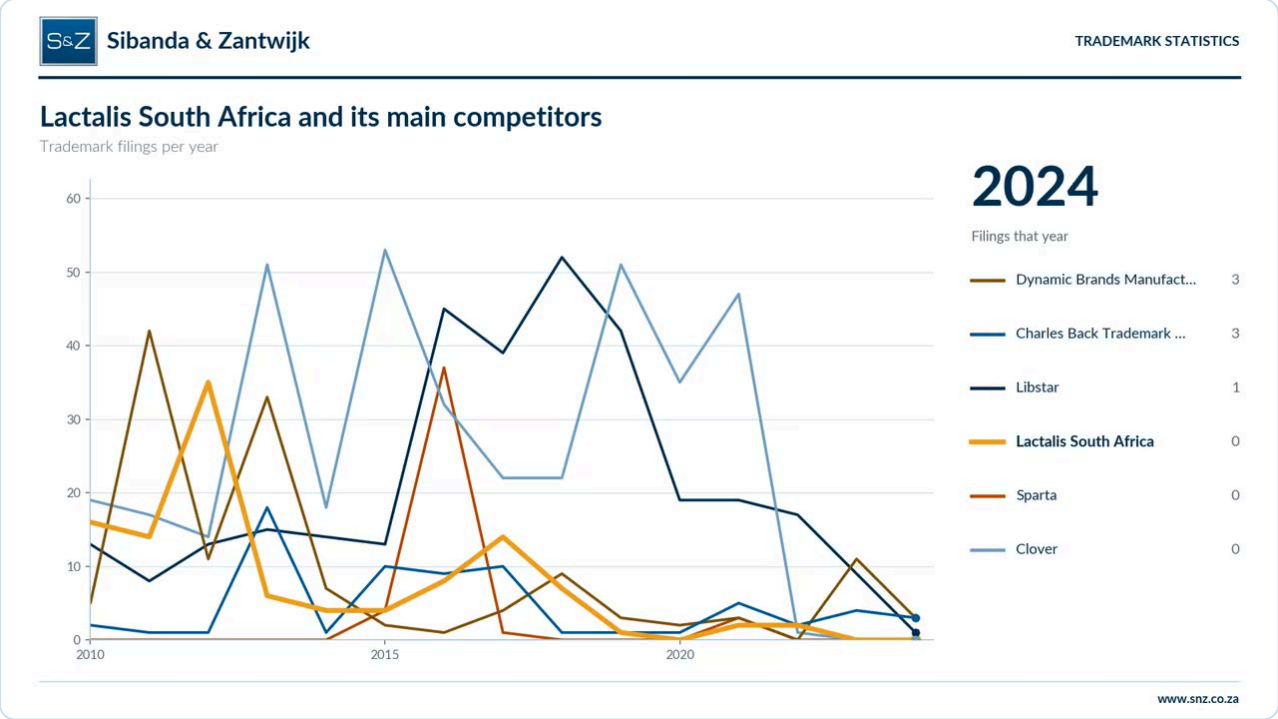
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lactalis-south-africa-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Lactalis South Africa

> Ranked by **how similar their whole trademark portfolio is to Lactalis South Africa's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Lactalis South Africa's closest competitors in South Africa are Libstar, Sparta, Clover and Dynamic Brands Manufacturing.

Lactalis South Africa trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lactalis-south-africa-south-african-trademarks/competitors-video.html

Trademark filings per year: Lactalis South Africa (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Libstar	Direct competitor	84%
2	Sparta	Direct competitor	77%
3	Clover	Direct competitor	76%
4	Dynamic Brands Manufacturing	Direct competitor	75%
5	Charles Back Trademark Trust	Direct competitor	70%
6	DH Brothers Industries	Direct competitor	70%
7	Tiger Brands	Direct competitor	67%
8	Kerry Group Services International	Related field	69%
9	KFC	Related field	68%
10	Pick n Pay	Retailer's own brands	76%

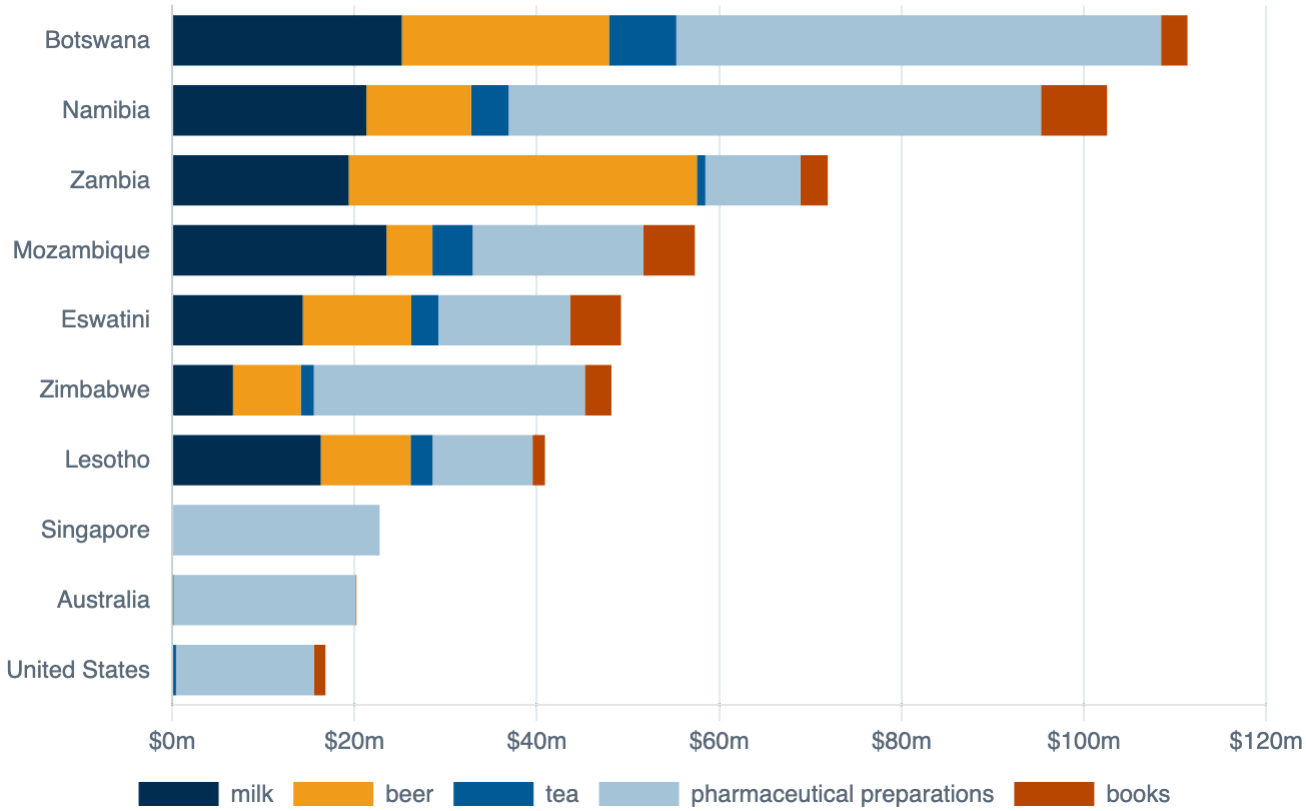
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Lactalis South Africa – relevant export countries

South Africa exported **US$1.5 billion** of the goods Lactalis South Africa's main classes cover in the last year – milk; cheese; butter; yoghurt (class 29); beer; non-alcoholic beverages; energy drinks (class 32); tea; coffee; bread (class 30); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Lactalis South Africa's trademarks matter most.

Where South Africa exports Lactalis South Africa's top goods

Lactalis South Africa's trademarks most often cover milk, beer, tea, pharmaceutical preparations and books. South Africa's ten largest export markets for these goods took **79%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Lactalis South Africa's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	72	US$58 m	+3%	National	US$2,388
2	United States of America	70	US$29 m	+0%	National	US$3,425
3	United Kingdom	68	US$27 m	+1%	National	US$1,371
4	China	67	US$1.4 m	-1%	National	US$1,224
5	Namibia	65	US$228 m	+11%	ARIPO	US$450
6	Mozambique	61	US$169 m	+9%	ARIPO	US$450
7	Australia	61	US$26 m	-5%	National	US$2,380
8	Botswana	61	US$224 m	-5%	ARIPO	US$450
9	Japan	60	US$472 k	-4%	National	US$1,774
10	Canada	59	US$2.7 m	+1%	National	US$2,192

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	65	US$228 m	+11%	ARIPO	US$450 S&Z
2	Mozambique	61	US$169 m	+9%	ARIPO	US$450 S&Z
3	Botswana	61	US$224 m	-5%	ARIPO	US$450 S&Z
4	Zimbabwe	58	US$124 m	+5%	ARIPO	US$450 S&Z
5	Eswatini	57	US$105 m	-4%	National	US$446
6	Lesotho	57	US$78 m	+4%	National	US$326
7	Nigeria	56	US$17 m	-3%	National	US$1,015 S&Z
8	Malawi	56	US$28 m	+14%	ARIPO	US$450 S&Z
9	OAPI (17 states)	53	US$16 m	+3%	National	US$1,563 S&Z
10	Morocco	51	US$406 k	+9%	National	US$1,408

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
BONNITA	5	US$1,015	US$1,563
MELROSE	5	US$1,015	US$1,563
SIMONSBERG	5	US$1,015	US$1,563
PARMALAT	4	US$812	US$1,378
CABANA	2	US$406	US$1,009

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Lactalis South Africa's five most-filed brands: word marks of **other companies** (not Lactalis South Africa's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to BONNITA (classes 25, 29, 30, 32, 42; searched 2021-08-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to MELROSE (classes 5, 29, 30, 31, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to SIMONSBERG (classes 5, 29, 30, 31, 42; searched 2019-07-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to PARMALAT (classes 29, 30, 32, 42; searched 2018-05-30 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to CABANA (classes 29, 32; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they

are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

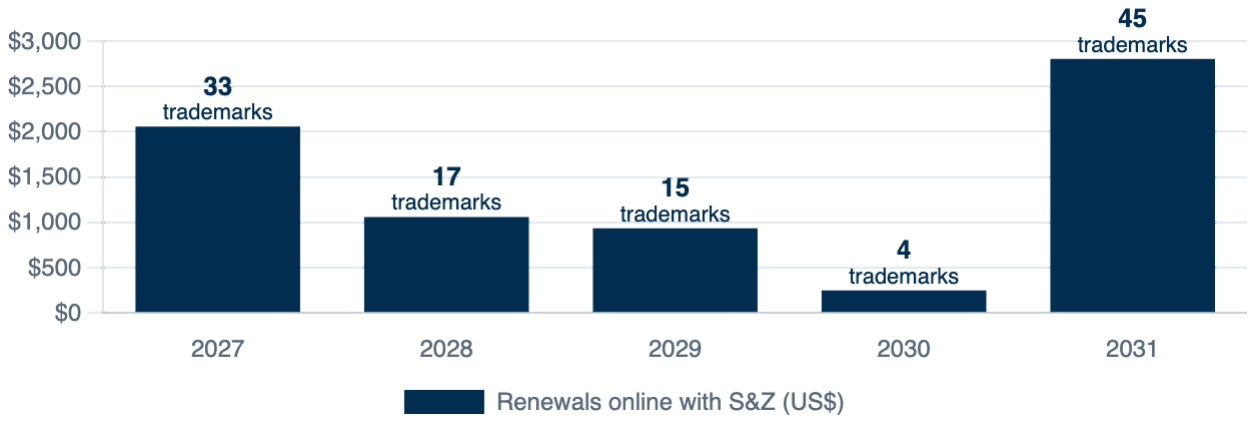
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Lactalis South Africa's next five years of renewals

114 of Lactalis South Africa's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,101** over the five years.



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